

BOARD OF SUPERVISORS
COUNTY OF YORK
YORKTOWN, VIRGINIA

Resolution

At a regular meeting of the York County Board of Supervisors held in the Board Room, York Hall, Yorktown, Virginia, on the ____ day of ____, 2004:

Present

Vote

Thomas G. Shepperd, Jr , Chairman
James S. Burgett, Vice-Chairman
Walter C. Zaremba
Sheila S. Noll
Kenneth L. Bowman

On motion of _____, which carried ____, the following resolution was adopted:

A RESOLUTION TO SUPPORT THE PROPOSED INCREASE OF \$2
PER NIGHT, PER ROOM, IN THE TRANSIENT OCCUPANCY TAX

WHEREAS, the Williamsburg Area Chamber of Commerce, the Williamsburg Area Convention and Visitors Bureau, and the Williamsburg Hotel and Motel Association desire to find a new source of funding for advertising the greater Williamsburg destination area (i.e., the City of Williamsburg, James City County, and York County) to increase overnight business and increase lodging room occupancies; and

WHEREAS, an increase in overnight visitors to the Williamsburg area would result in a corresponding increase in sales tax and transient occupancy tax revenues to the City of Williamsburg, James City County, and York County for the benefit of local citizens; and

WHEREAS, currently, the City of Williamsburg and York County have enacted a five percent transient occupancy tax, and James City County has enacted a four percent transient occupancy tax, with the revenues so generated (above two percent) being allocated for tourism advertising and promotion; and

WHEREAS, in order to increase overnight visitors to the greater Williamsburg area, there exists a need to increase the advertising directly related to promoting the Greater Williamsburg area as a tourism destination;

NOW, THEREFORE, BE IT RESOLVED by the York County Board of Supervisors this the ____ day of _____, 2004, that it hereby requests the General

Assembly of the Commonwealth of Virginia to pass legislation to enable James City County and York County to enact a \$2 per night occupied room fee, which fee shall be used to fund an advertising initiative to increase overnight tourist lodging business in greater Williamsburg and the Historic Triangle Tourist Area and shall be expended as herein set forth.

BE IT FURTHER RESOLVED that if the General Assembly enacts such legislation, a Williamsburg Area Destination Marketing Committee (WADMC) shall be created as a committee of the Williamsburg Area Convention and Visitors Bureau and shall be composed of 10 members (8 voting and two non-voting) as follows:

1. One member selected by the Williamsburg Area Convention and Visitors Bureau Executive Committee.
2. One member selected by the Board of Directors of the Williamsburg Hotel and Motel Association.
3. One member from each of the following selected by the individual interest: (1) Colonial Williamsburg Foundation; (2) Anheuser Busch/Busch Gardens Williamsburg; and (3) Jamestown-Yorktown Foundation.
4. The City of Williamsburg, James City County, and York County shall each appoint a member for a total of three members, with each of the locality members having two votes for a total of six votes.
5. The Executive Directors of the Williamsburg Area Convention and Visitors Bureau and the Williamsburg Hotel and Motel Association each shall serve as ex-officio, non-voting members of the committee.

BE IT STILL FURTHER RESOLVED that the WADMC shall organize itself in an appropriate manner and shall be responsible for directing how the Visitors Bureau shall expend all revenue generated by the \$2 lodging fee.

BE IT STILL FURTHER RESOLVED that all revenue generated shall be expended to promote the Greater Williamsburg area as an overnight destination.

BE IT STILL FURTHER RESOLVED that the Board of Supervisors hereby indicates its support for this proposal to the members of the local General Assembly delegation and, by the adoption of this resolution, indicates its willingness to implement such a fee as soon as practicable upon approval of same by the General Assembly and the Governor.

BE IT STILL FURTHER RESOLVED that the Board of Supervisors hereby requests that the enabling legislation approved by the General Assembly and the Governor shall include a sunset clause of December 31, 2007, removing the \$2 per night occupied room fee.

